

Rep Order# 9788494 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 48721

Printed: 09/21/2012 3:22 PM  
Last Received: 09/21/2012 3:04 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA-B  
Estimate# 1596  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1596  
Flight Dates 08/11/2012 - 08/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V.5 9/21

SEE LNS 20-21 FOR CREDITS TAKEN

PREVTT=29700 - REVTT=28700 - TOTAL CREDIT=1000

\*\*\*\*\*

Rep Order# 9788494 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 48721

Printed: 09/21/2012 3:22 PM  
Last Received: 09/21/2012 3:04 PM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA-B  
Estimate# 1596  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1596  
Flight Dates 08/11/2012 - 08/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

SKED B \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.5 9/21  
SEE LNS 20-21 FOR CREDITS TAKEN  
PREVTT=29700 - REVTT=28700 - TOTAL CREDIT=1000  
PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*20	SA	6P-630P	NEWS	:30	\$400.00	08/11-08/11	0	0	0	\$0.00	
				[CREDIT WAS TAKEN FOR SPOT ON 8/11 (1/WK)]								
				V5 Effective Dates Changed								
	*21	SU	630P-7P	NEWS	:30	\$600.00	08/12-08/12	0	0	0	\$0.00	
				[CREDIT WAS TAKEN FOR SPOT ON 8/12 (1/WK)]								
				V5 Effective Dates Changed								

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Aug 12: 25 / \$28,700.00  
Sales Totals: 25 / \$28,700.00  
Station Totals: 25 / \$28,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

Rep Order# 9788494 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 48721

Printed: 09/21/2012 3:22 PM  
Last Received: 09/21/2012 3:04 PM  
Showing Buylines: All Rep & Sta Revised Lines

3 of 3

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA-B  
Estimate# 1596  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1596  
Flight Dates 08/11/2012 - 08/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

---COMPETITIVE---

Market Totals	\$75,526	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 30%
		WKRC 38%	WLWT 16%	WSTR 3%	WXIX 12%	

Books null  
Demos RA35+

Rep Order# 9788494 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 48721

Printed: 08/13/2012 1:25 PM  
Last Received: 08/10/2012 1:27 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA-B  
Estimate# 1596  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1596  
Flight Dates 08/11/2012 - 08/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

SKED B \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

missed telling you about na on line 20  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*20	SA	6P-630P	NEWS	:30	\$400.00	08/11-08/11	1	1	1	\$400.00	
		Station Remark: V4 1x na 8/11 no news ng tue-thr 10-11a ncir w/o 8/13 anderson										
	*21	SU	630P-7P	NEWS	:30	\$600.00	08/12-08/12	1	1	1	\$600.00	
		Station Remark: V4 no news on 8/12 mg sun 1230-3p 8/19 ncir W & S tennis										

---REPORT TOTALS---

Report Totals: 2 / \$1,000.00

---SALES MONTHLY TOTALS---

Aug 12: 27 / \$29,700.00  
Sales Totals: 27 / \$29,700.00  
Station Totals: 27 / \$29,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$78,158	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 30%
		WKRC 38%	WLWT 16%	WSTR 3%	WXIX 12%	

Rep Order# 9788494 Ver# 4 Status Returned  
EC'd Yes

Traffic Order# 48721

Printed: 08/13/2012 1:25 PM  
Last Received: 08/10/2012 1:27 PM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA-B  
Estimate# 1596  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1596  
Flight Dates 08/11/2012 - 08/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Books null  
Demos RA35+

## Connell II, Jim

**From:** dmcullah@wkrc.com  
**Sent:** Friday, August 10, 2012 2:32 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: Obama/D/President - 48721

Station: WKRC-TV

### Order Information:

Order #: 48721  
Order Total: \$29,700.00  
Agency: Greer Margolis Mitchell  
Advertiser: Obama/D/President  
Product: OBAMA FOR AMERICA-B  
Alternate Order #: 09788494  
Estimate #: 1596  
Flight Dates: 08/11/12 - 08/16/12  
Demo: Households

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

### Preempted Spot Information (48721-20-1) :

Rate: \$400.00  
Air Date: Sat 08/11/12  
Eligible Days: -----Sa--  
Inventory Code: 6pm Local 12 News Sat  
Inventory Description: 6pm Local 12 News Sat  
Inventory Code Time: 6:00 PM-6:30 PM  
Spot Type: NM  
Length: :30  
Channel(s) : [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

1x Tue 10-11:4  
w/ 8/13 News

Rep Order# 9788494 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 48721

Printed: 08/13/2012 1:24 PM  
Last Received: 08/10/2012 1:27 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA-B  
Estimate# 1596  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1596  
Flight Dates 08/11/2012 - 08/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

SKED B \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line 21

t/r

lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*21	SU	630P-7P	NEWS	:30	\$600.00	08/12-08/12	1	1	1	\$600.00	
				Station Remark: V2 no news on 8/12 mg sun 1230-3p 8/19 ncir W & S tennis								

---REPORT TOTALS---

Report Totals: 1 / \$600.00

---SALES MONTHLY TOTALS---

Aug 12: 27 / \$29,700.00  
Sales Totals: 27 / \$29,700.00  
Station Totals: 27 / \$29,700.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$78,158	CABL	0%	EKRC	1%	UNKN	0%	WBQC	0%	WCPG	30%
		WKRC	38%	WLWT	16%	WSTR	3%	WXIX	12%		

Books null  
Demos RA35+

Rep Order# 9788494 Ver# 2 Status Returned  
EC'd Yes

Traffic Order# 48721

Printed: 08/13/2012 1:24 PM  
Last Received: 08/10/2012 1:27 PM  
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA-B  
Estimate# 1596  
Buyer Meredith Kaufman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1596  
Flight Dates 08/11/2012 - 08/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348



## Connell II, Jim

---

From: dmcullah@wkrc.com  
Sent: Friday, August 10, 2012 2:34 PM  
To: Connell II, Jim; Williams, Lynda  
Subject: Spot - Preempt: Obama/D/President - 48721

Station: WKRC-TV

### Order Information:

Order #: 48721  
Order Total: \$29,700.00  
Agency: Greer Margolis Mitchell  
Advertiser: Obama/D/President  
Product: OBAMA FOR AMERICA-B  
Alternate Order #: 09788494  
Estimate #: 1596  
Flight Dates: 08/11/12 - 08/16/12  
Demo: Households

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

### Preempted Spot Information (48721-21-1) :

Rate: \$600.00  
Air Date: Sun 08/12/12  
Eligible Days: -----Su  
Inventory Code: 630p Local 12 News Sun  
Inventory Description: 630p Local 12 News Sun  
Inventory Code Time: 6:30 PM-7:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

1x Sun 12:30-3p  
Weekend Southern Area (Tenn)  
on 8/15 NCLC

# Spot Manager: All, 08/11/12-08/16/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 48721												
Line: 1												
08/16/12	Thursday	08:48 AM	:30	\$600.00	OFA-12-	5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	OBAMA FOR AMERICA-I 1596		P-2	1	MWASH
											1	
Line: 2												
08/15/12	Wednesday	05:57:56 AM	:30	\$750.00	OFA-12-	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OBAMA FOR AMERICA-I 1596		P-1	1	MWASH
											1	
Line: 3												
08/13/12	Monday	05:56:49 AM	:30	\$800.00	OFA-12-	6a Good Morn Cincinna	6:00 AM-7:00 AM	OBAMA FOR AMERICA-I 1596		P-2	1	MWASH
											1	
Line: 4												
08/14/12	Tuesday	03:43:48 AM	:30	\$400.00	OFA-12-	CBS This Morning	7:00 AM-9:00 AM	OBAMA FOR AMERICA-I 1596		P-2	1	MWASH
08/15/12	Wednesday	03:24:01 AM	:30	\$400.00	OFA-12-	CBS This Morning	7:00 AM-9:00 AM	OBAMA FOR AMERICA-I 1596		P-2	2	MWASH
											2	
Line: 5												
08/14/12	Tuesday	03:49:25 AM	:30	\$350.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA FOR AMERICA-I 1596		P-2	2	MWASH
08/15/12	Wednesday	03:23:03 AM	:30	\$350.00	OFA-12-	M-F 9a-10a	9:00 AM-10:00 AM	OBAMA FOR AMERICA-I 1596		P-2	1	MWASH
											2	
Line: 6												
08/14/12	Tuesday	12:24:58 PM	:30	\$1,400.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA FOR AMERICA-I 1596		P-1	2	MWASH
08/15/12	Wednesday	12:12:26 PM	:30	\$1,400.00	OFA-12-	Local 12 News at Noon	12:00 PM-12:30 PM	OBAMA FOR AMERICA-I 1596		P-1	1	MWASH
											2	
Line: 7												
08/15/12	Wednesday	12:28:57 PM	:30	\$850.00	OFA-12-	Local 12 News at Noon	12:30 PM-1:30 PM	OBAMA FOR AMERICA-I 1596		P-1	1	MWASH
08/16/12	Thursday	12:29:16 PM	:30	\$850.00	OFA-12-	Local 12 News at Noon	12:30 PM-1:30 PM	OBAMA FOR AMERICA-I 1596		P-1	2	MWASH
											2	
Line: 8												
08/14/12	Tuesday	03:58:47 PM	:30	\$400.00	OFA-12-	Let's Make a Deal	3:00 PM-4:00 PM	OBAMA FOR AMERICA-I 1596		P-2	1	MWASH
											1	
Line: 9												
08/14/12	Tuesday	04:54:23 PM	:30	\$1,100.00	OFA-12-	4p Local 12 News at Fo	4:00 PM-5:00 PM	OBAMA FOR AMERICA-I 1596		P-2	2	MWASH
08/15/12	Wednesday	04:27:35 PM	:30	\$1,100.00	OFA-12-	4p Local 12 News at Fo	4:00 PM-5:00 PM	OBAMA FOR AMERICA-I 1596		P-2	1	MWASH
											2	
Line: 10												
08/16/12	Thursday	05:11:52 PM	:30	\$1,200.00	OFA-12-	5p Local 12 News at Fiv	5:00 PM-5:30 PM	OBAMA FOR AMERICA-I 1596		P-2	1	MWASH
											1	
Line: 11												
08/13/12	Monday	05:56:18 PM	:30	\$1,400.00	OFA-12-	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	OBAMA FOR AMERICA-I 1596		P-2	1	MWASH
											1	
Line: 12												

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 08/11/12-08/16/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Obama/D/President												
Agency: Greer Margolis Mitchell												
Station: WKRC-TV												
Order: 48721												
Line: 12												
08/14/12	Tuesday	6:59 PM	:30	\$1,500.00	OFA-12-	6p Local 12 News at Six	6:00 PM-6:30 PM	OBAMA FOR AMERICA-I1596		P-2	1	MWASH
											1	
Line: 13												
08/13/12	Monday	5:38 PM	:30	\$1,200.00	OFA-12-	CBS Evening News	6:30 PM-7:00 PM	OBAMA FOR AMERICA-I1596		P-2	1	MWASH
											1	
Line: 14												
08/15/12	Wednesday	7:20:26 PM	:30	\$1,100.00	OFA-12-	M-F 7p-730p	7:00 PM-7:30 PM	OBAMA FOR AMERICA-I1596		P-2	1	MWASH
											1	
Line: 15												
08/15/12	Wednesday	7:46:53 PM	:30	\$1,100.00	OFA-12-	M-F 730p-8p	7:30 PM-8:00 PM	OBAMA FOR AMERICA-I1596		P-2	1	MWASH
											1	
Line: 16												
08/15/12	Wednesday	11:34:00 PM	:30	\$1,700.00	OFA-12-	11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA FOR AMERICA-I1596		P-3	1	MWASH
08/16/12	Thursday	12:49 PM	:30	\$1,700.00	OFA-12-	11p M-F Local 12 News	11:00 PM-11:35 PM	OBAMA FOR AMERICA-I1596		P-3	2	MWASH
											2	
Line: 17												
08/14/12	Tuesday	12:31:38 XM	:30	\$550.00	OFA-12-	Letterman	11:35 PM-12:35 XM	OBAMA FOR AMERICA-I1596		P-2	1	MWASH
											1	
Line: 18												
08/14/12	Tuesday	9:33:39 PM	:30	\$3,500.00	OFA-12-	Tue Reg 2	9:00 PM-10:00 PM	OBAMA FOR AMERICA-I1596		P-2	1	MWASH
											1	
Line: 19												
08/14/12	Tuesday	10:46:08 PM	:30	\$3,000.00	OFA-12-	Tue Reg 3	10:00 PM-11:00 PM	OBAMA FOR AMERICA-I1596		P-2	1	MWASH
											1	
											25	
											25	
											25	
											25	
											25	

[Filtered by: ] [Sorted by: Station]